

MARY KAY

Most people live and die with their music still unplayed. They never dare to try.

2012-2013



Let's start a **PINK RIOT!**
CONNECT. GROWTH. SERVE. REACH.

Angie Limon
Sales Director

Welcome!

Congratulations and welcome to Mary Kay Inc. I am so excited to be working with you as a brand new Mary Kay Beauty Consultant. *"You are where you are in life by the CHOICES you have made or you have allowed others to make for you."* I am thrilled that you have chosen to work with me!

Unit Info

Unit Name: Angie's All-Star Crew
National Area: Carol Anton
Ruby Division
Unit # F518

Director Info

Angie Limon

Started MK Career in October, 1991
Debuted as a Director July, 1993
Carol Anton Area Rookie of the Year, 1994
\$300,000 Unit Club, 2008
Queens Court of Sales, 2008
Carol Anton Area Miss Go Give, 2010



Business Address:

5508 Sun Gold Dr.

Salida, CA 95368

Cell/Text: 209.968.5152

Office: 209.545.8316

Email:

angielimon@marykay.com

Twenty one year's seems like yesterday! I cannot help but to think back to the time when I crossed the platform at Vanguard University and was presented my degree in Psychology. The words echoed through my mind as I went back to my seat..."Now what?" I will say though that my mind went quickly to my fiancée at the time. In just a few weeks I was to marry my college sweetheart and move to Northern California where he had just started a position as a Youth Pastor in Fremont. On July 6 we were married and have enjoyed life together for the last 21 years! After moving to Northern California I hit the pavement to find my first job out of college. I started working for Alameda County Social Services where I worked with various cases in the welfare department. My cases included low income families and making sure that their needs were met. I enjoyed it for the most part, because I love helping people. Sometimes I would come home emotionally drained or feel not appreciated for what I was doing to help others.

Three months into my job, I was approached by a lady in the frozen food section at the grocery store. She invited me to a Mary Kay photo shoot. She introduced me to the product and I fell in love with it! I had only known Mary Kay for the "Pepto-Bismol" pink Cadillac's, but as she shared with me the business opportunity, it caught my attention! I could not get the experience and the opportunity out of my mind. I had a real heart to heart talk with Ed and told him I couldn't see myself working at the County for the next ten, twenty, thirty years, especially when the time came to start having a family. I shared with him the Mary Kay opportunity and we invited the "Mary Kay Lady" over to get more information. That night I started a new journey as I signed my agreement and made a new friend! Michelle Mathews is not only my sister Director, but a dear friend after all these years!

So in October 1991, as a newlywed, I began my Mary Kay career. Ed was very supportive and we agreed that the only way I could afford to quit the County job was to make the same amount through Mary Kay. Well, I took on the challenge and soon after my business was beginning to grow. I was able to leave my County job and pursue my Mary Kay career. My entire family was silently unsupportive. I think they thought I was crazy! Here I was an educated woman and no doubt my parents were thinking, "We spent all that money for you to go college and graduate debt free, and now you're going to peddle and play with make-up?" My dad even pulled me aside and had a "you gotta be kidding me!" talk! Yet when I earned my first company car eleven months later, their tones changed! A year and a half later when I became a Mary Kay Director, the questioning stopped and they have become my biggest cheerleaders! It was at Seminar 1993 that I debuted as an Independent Sales Director for Mary Kay Cosmetics and for the last 20 plus years I have embraced the Mary Kay philosophy of God first, family second and career third.

I feel so blessed to have Mary Kay in my life and will be forever grateful to Mary Kay for creating such an extra ordinary company. This Mary Kay journey continues to stretch me, always creating new growth in my career. My unit and I have received many awards and recognition, but none of that compares to the woman I have become and how I have impacted my children in a positive way. The Mary Kay opportunity has provided the means to raise our children as a work from home mom. Our children have grown up with a very different attitude due to the Mary Kay principles we have instilled in them. Our eldest in her senior year of high school, had the opportunity to do an internship at JCTV in Los Angeles. In talking with her one night she commented, "Mom, today I was able to apply all of the years of your Mary Kay training!" I have watched my youngest grow into a young lady who always goes out of her way to make someone feel accepted as if one was carrying a sign on them, "Make me feel special". Our girls are truly Mary Kay kids and have grown up seeing powerful women in my Mary Kay sister Directors.

The rest is history, there are no glass ceilings the sky is the limit. And if you want something different out of life you must begin to make different choices.

After reading this are you optimistic and confident with the direction of you're life?

Let me ask you 3 more questions:

1. What do you value most in your life right now?
2. What do you need most in your life?
3. If I could show you how to keep what you value and get what you need is there any reason why you wouldn't give Mary Kay a try?

I would love to invite you to join me on the most incredible journey of your life.

Your dreams can really come true if you are willing to do the work!

You can have anything in this world you want, if you want it badly enough and you're willing to pay the price.

- Mary Kay

New Consultant Questionnaire

Fill out and return. Please send a current Color Picture via e-mail for our newsletter and website

Name: _____ Date: _____

Address: _____

City: _____ State: _____ Zip: _____

Cell Phone: () _____ Home Phone: () _____ Work: () _____

I can be called at work: YES NO Name _____ Age _____

Spouse Name: _____ Children: _____

Email address to receive personal/training email: _____

I check my email: daily every few days once a week rarely

I started my Mary Kay business because _____

My goal is to make \$_____ a week take-home pay.

I am willing to put 1-5 6-10 11-15 20+ hours into my business each week.

I am most motivated by: (number in order, 1 = highest 8=lowest)

- | | | |
|---|---|---|
| <input type="checkbox"/> Prizes and Recognition | <input type="checkbox"/> Money, financial rewards | <input type="checkbox"/> Being a leader |
| <input type="checkbox"/> Self accomplishment | <input type="checkbox"/> Being a part of a winning team | <input type="checkbox"/> Competition |
| <input type="checkbox"/> Praise for job well done | <input type="checkbox"/> Step by step plan for success | |

I have a dependable source of childcare currently? YES NO

I have dependable transportation to and from Unit meetings and training? YES No

Yes, I am interested in earning the use of a career car.

Yes, I am interested in becoming an Independent Sales Director

My wildest Mary Kay vision is _____

My immediate goals and desires are _____

What would you like to purchase for yourself with your first three months of earnings?

Signed: _____

Potential

Team

Potential

Member

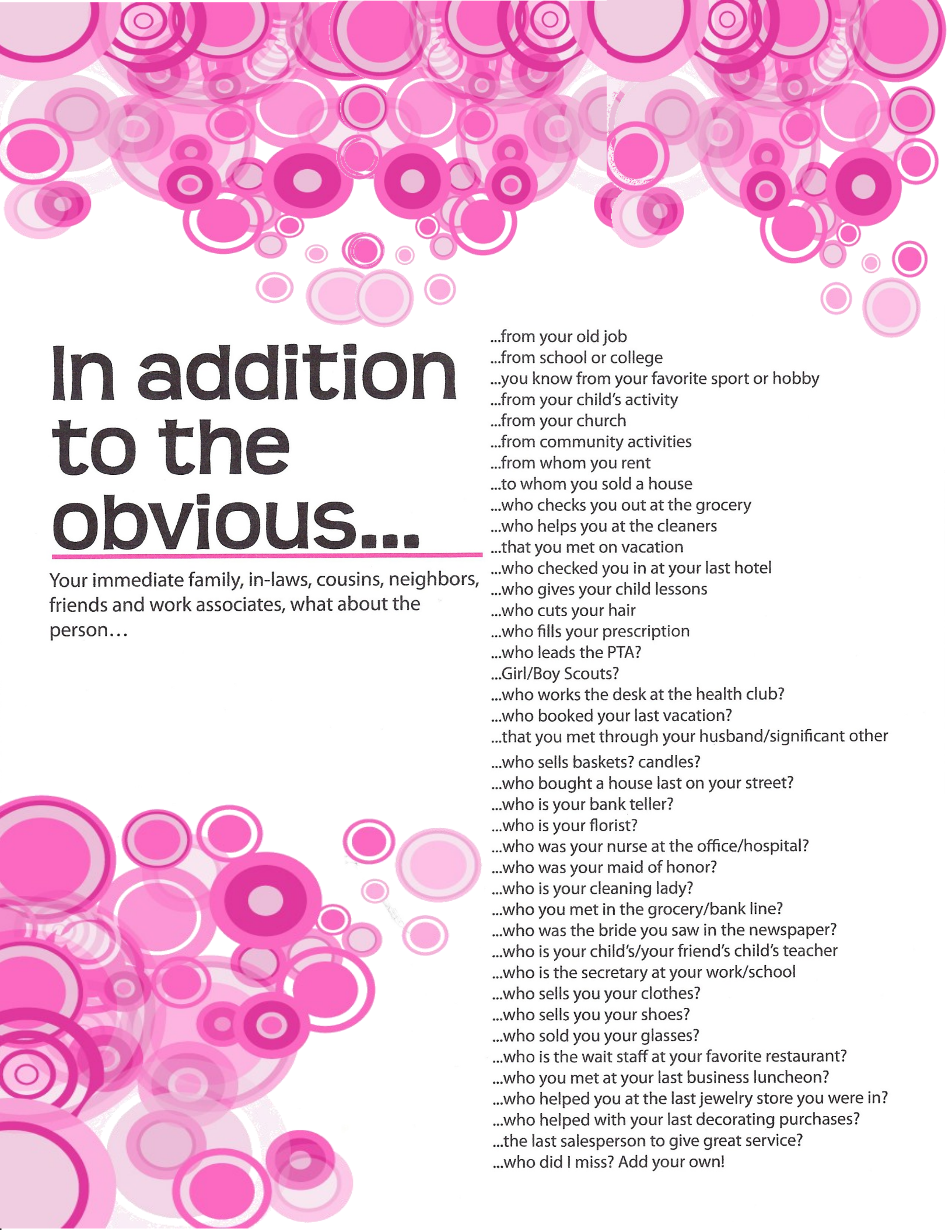
Hostess

Name

Phone

Relationship

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In addition to the obvious...

Your immediate family, in-laws, cousins, neighbors, friends and work associates, what about the person...

- ...from your old job
- ...from school or college
- ...you know from your favorite sport or hobby
- ...from your child's activity
- ...from your church
- ...from community activities
- ...from whom you rent
- ...to whom you sold a house
- ...who checks you out at the grocery
- ...who helps you at the cleaners
- ...that you met on vacation
- ...who checked you in at your last hotel
- ...who gives your child lessons
- ...who cuts your hair
- ...who fills your prescription
- ...who leads the PTA?
- ...Girl/Boy Scouts?
- ...who works the desk at the health club?
- ...who booked your last vacation?
- ...that you met through your husband/significant other
- ...who sells baskets? candles?
- ...who bought a house last on your street?
- ...who is your bank teller?
- ...who is your florist?
- ...who was your nurse at the office/hospital?
- ...who was your maid of honor?
- ...who is your cleaning lady?
- ...who you met in the grocery/bank line?
- ...who was the bride you saw in the newspaper?
- ...who is your child's/your friend's child's teacher
- ...who is the secretary at your work/school
- ...who sells you your clothes?
- ...who sells you your shoes?
- ...who sold you your glasses?
- ...who is the wait staff at your favorite restaurant?
- ...who you met at your last business luncheon?
- ...who helped you at the last jewelry store you were in?
- ...who helped with your last decorating purchases?
- ...the last salesperson to give great service?
- ...who did I miss? Add your own!



Your first goals!

WELCOME NEW CONSULTANT!

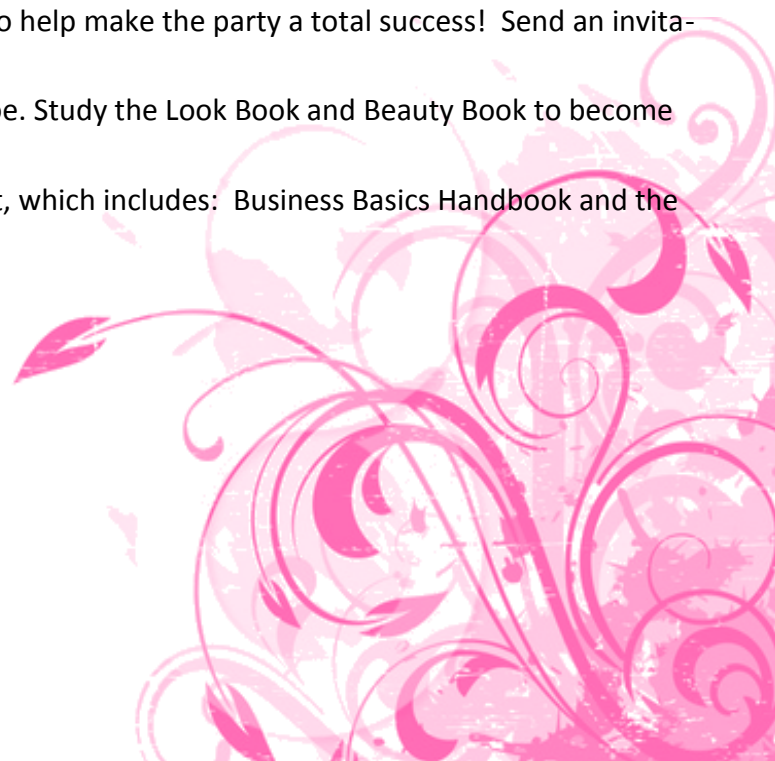
Checklist for Success!

To be completed in the first 30 days.

- 1 Attend Orientation and New Beginnings Training. Ask for details!
- 2 Listen to the Inventory Options CD enclosed in this binder. Make your inventory decision within 24-48 hours, and then work with your Director to place your initial order to be sure you take advantage of all first-time ordering bonuses. The Consultant First Look bonus will expire 15 days from your start date.
- 3 Log-On to www.marykayintouch.com to register for the limited-time offers, which include: Personal Website for only \$25 your first year; Order your Business Kit: (Includes business cards, reorder product labels, self-inking name and address stamp, personalized name tag); Free Customer Brochure Mailings; Set up your ProPay account at www.marykayintouch.com. This allows you to accept credit cards from your customers.
- 4 Open a separate personal checking account at any local bank that offers FREE checking and a debit card. You should keep your business and personal finances separate.
- 5 Sell 25 items in 7 days
- 6 Make a List of everyone you know! These contacts will be the start of your new business. Don't pre-judge...invite everyone you would invite to your wedding if money were not a concern. Make a special mark next to those people who you might like to have on your team.
- 7 Schedule 10 Parties for your Raise the Bar (30 Faces in 30 Days). Email your Director with the 10 names and dates of parties to receive a special prize.
- 8 Schedule and hold 5 career chats with Angie
- 9 Schedule your Business Launch Party! If you start your business with a STAR Order, your Sales Director will attend. Otherwise, your recruiter will attend to help make the party a total success! Send an invitation to everyone you know.
- 10 Use the Products! Try all products from head to toe. Study the Look Book and Beauty Book to become familiar with product names and prices.
- 11 Study the Consultant's Guide from your Starter Kit, which includes: Business Basics Handbook and the Product Guide.
- 12 Earn all of the prizes in your first 30 days.

Pink Hugs!

Angie Limon



7-Day Contes\$



Sell any 25 items in 7 days (from the receipt of this form) and place your minimum \$600 wholesale order the same month and win your stunning Pink Ice and Crystal Ring! Ring Size: _____

Consultant Name

Start Date

End Date

Order Date

NAME	PHONE #	ITEM SOLD	\$ AMOUNT
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
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11.			
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18.			
19.			
20.			
21.			
22.			
23.			
24.			
25.			

Total Sales: \$ _____

Return this form to Angie to receive your Pink Ice Ring!



Business Debut Checklist

This is a checklist to ensure you have a successful debut of your brand new Mary Kay business!

- **Schedule your Business Debut** within your first 2-3 weeks of business. However, if this is not possible, then scheduling a Business Debut later is better than not scheduling at all. You will also want to plan to have your inventory and product labels in stock before your Debut.
- **Hold your Business Debut in your home**, preferably because it is a warmer environment. Church fellowship halls, civic halls, apartment club houses will be fine. Delegate the task of cleaning your home so your time may be spent on the telephone with your prospective guests and customers.
- **Invite all the people on your "Contact List"**. This should be a minimum of 75 people. You can expect 1/3 to attend with proper follow-up.
- **Send out a minimum of 75 Business Debut Invitations**. Sending invitations alone will not be effective. After you have mailed your invitations, plan to call each guest personally and invite them 48-72 hours before your Business Debut.
- **Call each guest on your "Contact List"**. Keep in mind that your friends and family are not coming to hear your Director or recruiter; they are coming to help you! Your attendance will be in direct proportion to the number of guests that you personally speak with 24 hours prior to the event. Remember, if they cannot come to your Business Debut, you'll want to either schedule an appointment with them and/or invite them to the next Unit event.

Checklist for Day of Debut

Provide simple refreshments. You will want to delegate the hosting/serving to someone in your family or a close friend, so you can be focused on helping your guests schedule appointments and learn more about your Mary Kay business.

Display all retail products for guests to see and touch. Your recruiter/Director will arrive 45 minutes before the program and she'll need a table for her presentation. You will want to arrange the seating in a semi-circle in front of the table.

- 3x5 cards
- Pens
- A money bag
with \$20 in change (1-\$5, 10-\$1, and \$5 in coins)
- Beauty Books
stamped with contact information
- Sales Tickets
- Calculator
- Name Tags
- Skin Care and Foundations from Starter Kit
- Profile Cards

What to expect during the program...



All guests will introduce themselves, tell how long they have known you and their relationship to you, a bit about their family, work, hobbies and what their experience with Mary Kay has been, if any.

Your Director or recruiter will explain the purpose of the event: You will be affirmed in your business by your guests. Your goals will be shared with your guests and your guests will know that you will be asking them to help you by having a complimentary facial or class.

The recruiter/Director will share their "I" story and their relationship to you.

Mary Kay Cosmetics will be introduced as the #1 Best Selling Brand in Skin Care and Color Cosmetics in the nation.

No one will actually receive a makeover that day because that is what you'll be offering at their skin care class. This is a show and tell type of event.

At the close guests will have an opportunity to earn chances for door prizes by making a purchase, scheduling a facial (and or class) and listening to the MK marketing plan.

Ideally, you'll want everyone to go home with a Miracle Set so you'll want to display plenty of these! When you schedule your class, it will be to fine tune her skincare and give her an advanced glamour makeover session. Please have all of your products on display- this lets your guest see that you are serious about your business!

Have your date book with you. Your job that day is to go around the circle at the end and to book dates for classes or facials. If you would, outline in red the days you wish to hold your appointments and inside the date, the times you are available. This is easier for a guest to understand your month-at-a-glance pages.

Have a pink sales ticket, a Beauty Book, a 3x5 card, a profile card and a pen for every guest present (ready in her chair would be great). Have calculators, a bag of money and coins for change close to your product display.

Optional Door Prizes for: booking, purchasing, open to hearing more about a career in MK.

Upon arrival each guest will receive a Satin Hands Treatment

Step 1- Extra Emollient Night Cream Massage a small amount of cream into clean hands and between fingers. For added hydration, dampen skin with water prior to applying.

Step 2-Satin Smoothie Hand Scrub Dispense 1-2 pumps of scrub, massaging into hands and between fingers. Rinse well and pat dry.

Step 3-Satin Hands Hand Cream Massage cream into hands and between fingers. Provides instant hydration to condition and moisturize for hours.



Anton National Area Director & Consultant Promotion

Raise The Bar

WIN A CHARM
EACH MONTH
YOU RAISE
THE BAR!

Gold Circle Status

Receive the Single
Rhinestone Bar with
your First Win!

15 faces +
5 sharing
appointments +
\$600 wholesale
order

Diamond Circle Status



30 faces +
10 sharing
appointments +
\$1,000
wholesale order
+ 1 or more
qualified recruit

Inner Circle Status

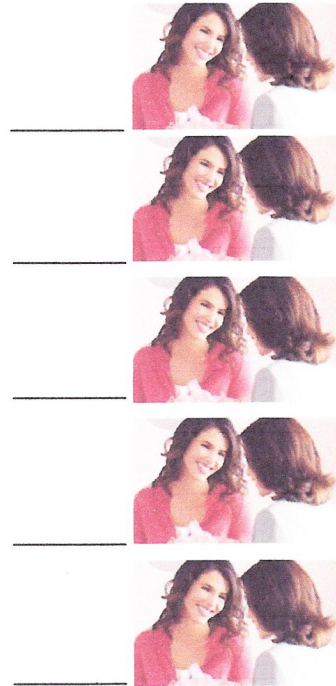
Receive the Double
Rhinestone Bar when
you achieve Inner
Circle!

Achieve Diamond
Circle 3 out of 6
months
July - December
& January - June
& receive the
Double
Rhinestone
Bar Pin!

PLUS!
SPECIAL PERKS
AT ANTON AREA
EVENTS, SEMINAR
& LEADERSHIP

raise THE Bar!

Gold Circle: 15 faces, 5 Sharing appts., \$600 wholesale order



Diamond Circle:

30 faces, 10 Sharing appts., \$1000 wholesale order, 1 qualified recruit

